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# USDA Inside USDA Information

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READ ON FOR MORE, MORE More speech openers...new appointments and assignments...charges for non-copyrighted material...AV report...commercial contracting for federal video production...some offers and reports... and more of the usual dope you just can't do without. Read on!

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IT'S STILL A PLEASURE That ever-joyful speaker we poked at a couple of weeks ago is still at it. On June 5, he started a speech by saying, "It's a pleasure to be here with the members and friends of...." Then June 8 he said, "It's a pleasure to be here to help wind up your 11th national conference." On June 11 he said simply, "It's a pleasure to be here." We hope that someday he'll growl something like, "Really, I'd rather be in Philadelphia...or anyplace."

Reserve

Layne Beaty, GPA, sends word of a speaker who started off: "Most speakers begin with some awkward words about being happy to be here. Well, I'll hold off on that until we see how this turns out. Let's hope you'll be glad that I came and that you did."

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THOUGHTS ON STRUCTURE Chet Teller, Rutgers U., sent us a copy of his thoughts on the agricultural structures situation. Entitled "Structure or Stricture...The Family Farm Mythunderstood," Chet sets forth the possibility that family farms might be called "Mom and Pop farms," then suggests that even then our response might be no different. He says farmers and all productive members of society are entitled to 100% of parity...not in terms of the 1910-1914 base but in terms of simply obtaining a fair return on their investment.

"American agriculture is faced with a choice," Chet writes. "It can become a public utility to preserve the 'family farm' and to ensure a continuing food supply at reasonable prices, both for the producer and the consumer--or it can allow the technology treadmill to run at full tilt with the predictability of still fewer but larger farms--'factories in the fields'--and food production monopoly at the hedgerow."

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NOW ON BOARD

A couple of new inf directors have begun moving things around in D.C. Rollie Olson from the Farm Credit Administration (FCA) has moved to the Agricultural Stabilization and Conservation Service (ASCS). His phone number is (202) 447-5237.

Sharon Armann is acting inf director for the Food and Nutrition Service. You can reach her on (202) 447-8138.

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NEWS ON OLD ED  
FROM ACE

Ace Tyler, that's Horace you know, from Purdue tells us that Ed Ferringer seems to be making good progress in his recovery from a heart attack April 27. He has driving privileges now, but is restricted to Tippecanoe County. He has a date with his cardiologist in early July and an angiogram scheduled soon after. He's looking forward to returning to work when his doctor gives him the go ahead.

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ILLINI LINE-UP

Del Dahl writes that all his slots are filled at the U. of Ill. now. Marlene Fritz has become departmental editor for agronomy, plant pathology and entomology. She's already tackled the black cutworm problem and the promotion of two major agronomy events. Marlene has a wide range of experience with newspapers and other editorial groups and is a U. of Ill. journalism graduate.

Bill Cresswell III, just completing his master's in journalism has joined the staff more recently. Bill will be working with entomologists, pathologists and agronomists to develop a series of instructional units in the scout training program.

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AH, THOSE WORLD  
TRAVELERS

Visitor to "Inside..." office last week was R. Lyle Webster, retired. Lyle lives in Honolulu now and was passing through.

A call from Bob Kern, Iowa St., brought news of Hadley Read and Bill Ward--both retired--who attended an international meeting at the International Rice Research Institute in the Philippines, as they finished their tour of duty in Indonesia.

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NOW A NON-COPYRIGHT  
FEE

Bob Enlow, regional inf officer in Peoria, Ill., for the Science and Education Administration (SEA), recently wrote Nelson Fitton, GPA's publication chief, about a journal that was adding 50% to page charges on uncopyrighted papers. (All journal papers submitted by federal employees cannot be copyrighted.)

After some study, Nelson wrote Bob: "While we may object to the added charge, we have no legal grounds to contest...(the) policy."

The association adopting the charge tactic has indicated that the copyright protects the various sources of distribution revenue by assuring that the original publisher can collect permission fees from republishers, royalties from copying and other license agreements. Those fees are lost on papers not copyrighted.

Nelson suggests that while we have no legal grounds upon which to challenge such a tactic, our only recourse might be to establish a policy against paying the additional charge. That would likely rule out publishing in journals scientists consider essential in disseminating research information, however.

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AV REPORT SHOWS COSTS

That long-awaited report on federal audiovisual costs in fiscal 1978 is out. It reports a total fed AV activity of \$422 million--91% of that or \$386 million was contributed by the Dept. of

Defense (DOD). Since DOD couldn't assign \$312 million to specific jobs like motion pictures, videotapes, and so on, it's impossible to make comparisons. We can make some meaningful comparisons among the civilian departments and agencies though.

The total \$36 million AV costs reported by civilian agencies showed this: Off-the-shelf purchases of AV productions, \$3.6 million; AV productions, \$22.6 million (38% in-house, 62% contract); AV duplication, \$6.9 million (36% in-house, 64% contract); AV library services, \$3 million (58% in-house, 42% commercial).

The civilian agencies reported spending \$10.7 million on motion pictures (17% in-house, 83% commercial); \$8.8 million on videotape/disc production (67% in-house, 33% commercial); and \$3.2 million on "other" AV items such as filmstrips and slide sets (19% in-house and 81% commercial).

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ABOUT BUYING VIDEO... Later this year, when you go commercial to contract for a federal videotape TV production, you'll probably do it much as you now do with motion picture procurement.

On April 1, a standard contracting procedure went into effect for all federal motion picture procurement. The qualifying producers are on a computerized list. When you want to contract, the GPA Motion Picture Division asks the Directorate for AV Activities to send the first five names from the list. GPA can get a second list of five and add a couple of names of their own if they like. After soliciting proposals from these firms and contracting with one of them, the names go back on the list to work their way to the top again.

An ad hoc task group of the Federal AV Committee has developed a proposed videotape TV contracting procedure patterned after motion picture procurement. The proposal is in USDA and other departments now for comments by July 1. Buddy Renfro and Layne Beaty are studying it.

What will that do to in-house TV work? John McLain, National AV Center (NAC), says "Once you have an in-house facility approved through A-76 procedures, go ahead and use it." The new procurement system doesn't imply that you have to go commercial to procure. It simply says that when you do contract, this is the way to do it. (A-76 is shorthand for a directive on how to buy equipment in government, folks. Just don't ask more about it, puleeze!)

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A FIRST FOR CONN.?

Bud Gavitt, U. of Connecticut, figures his College of Ag may have scored a first...with an arts and crafts show on June 2-3. All 152 works on display were made by faculty and staff members and retirees of the College.

There were 34 exhibitors...showing a variety of works, including oil painting, hand-carved birds, photographs, needlepoint, crewel-work, acrylic paintings, carved wood reliefs, quilts, crochet works, calligraphy, batik and hooked rugs...plus handcrafted



tables, scientific illustrations, ceramics, and drawings in pencil, pen and ink, and pastels. Highlight of the event, Bud says, was a public reception June 3 which featured a string quartet.

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FROM OLDEN TIMES

Okay, collectors. Here's your chance to grab onto a hot item.

The National Archives Records Service has three posters left over from World War II...yep, that's what we said...and you can buy one of each for \$1.50 or send \$2.50 for each through the mail. Make your check payable to the National Archives Trust Fund and send it to the Cashier (NEPS), National Archives Records Service, Washington, D.C. 20408. Or, if you think you might need to rush, call Bill Ballentine at (202) 523-3181.

"Inside..." got a peek at the posters. One has to do with fruit and vegetable packs, pushed during the war by home agents. Another promotes fish...because "they feed themselves." Still another urges the public to eat more staple foods to save wheat, meat, fats and sugar for "the army and our allies." (Must have been tough duty in the other services in those days.)

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UP GOES HERB...

Late word from Stan Prochaska, Agricultural Marketing Service (AMS), notes that the Secretary's Office has designated Herb Jackson, midwest regional inf director, as the Secretary's liaison to the Chicago Federal Regional Council. That will be in addition to his regular duties, no doubt.

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...AND DOWN WENT DUTCH Some folks have jawed at "Inside..." for revealing too much too soon, for passing on things we shouldn't and for poking fun at one and all. But here's one we just can't pass up, brought on in our search for famous or infamous speech beginnings from 90-year-old retired Oregon editor Delmer Goode via Ralph Salisbury at Oregon St.

The occasion was the 1928--or so--national ACE meeting at Baton Rouge, La. The main banquet was in a "kind of conservatory with a sunken pond filled with plants and perhaps fish. The speaker's table was just in front of the pond."

Speaker was the late F.J. Keilholz (sometimes known as "Dutch") who then was from Illinois and later was with Country Gentleman magazine.

He started his speech from a manuscript by saying, "In the beginning, there was no agriculture." Then he stepped backward to cough, slipped, fell into the pond, and ended what might have been just another dreary speech.

Ralph says he's heard Al Bond, Wash. St. retired, recount the story, adding: "...and plants sprang spontaneously from the soil."

And Ralph says this really needs to be a matter of record. So now it is.

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